



## **Sunday, August 18, 2019**

10:00 - 5:00 Conference Registration & Check in **Newport Coast Registration**

## **Monday, August 19, 2019**

8:00 - 5:00 Conference Registration & Check in **Newport Coast Registration**

8:00 - 5:00 **CORE (Children of Restaurant Employees) Official Charity of The Flavor Experience**  
**\*CORE Silent Auction goes live online for bidding**

Noon-3:00 **Flavor-On-The-Go Boxed Lunch** **Newport Coast Registration**  
**Presented by the Pinnacle Partners**, this easy grab-and-go option means no-one misses their first chance to “take a taste of the trends”! The customized thermal bag is yours to take home.

## **GENERAL SESSIONS** **Grand Pacific Ballroom**

4:00 - 4:10 **Greeting & Opening Remarks/Pro-Start Intro**  
Welcome – Sharyn Iler, President, BSI Conferences, Inc.  
Recognition of ProStart students and educators

4:10 -4:25 **Emcee Extraordinaire, Chef Jet Tila**

4:25- 5:25 **KEYNOTE: Seafood Innovations on Today’s Menu**  
**Presented by Barton Seaver**  
Description: Chef, Author and Sustainable Seafood Expert Barton Seaver will share stories and strategies about how to use seafood to address some of the biggest trends in modern foodservice, including sustainability, healthy menus and culinary innovation.

5:25- 5:50 **Street-Level Trends Part 1**  
**Presented by Gerry Ludwig, CEC, Gordon Food Service**  
This year, Chef takes a fresh approach to sharing his trend insights He’s doing three rapid-fire presentations over the course of the conference. Each talk will highlight different trend-based menu-building opportunities based on his latest findings. He directly ties those findings to dishes that will be served in upcoming tasting sessions and meals throughout the conference. This enables you to get the same firsthand tasting experience that Chef Gerry and his Culinary R&D Team do during their extensive live research of carefully targeted new restaurants in the major U.S. cities

5:50-6:00 **Monday Evening’s Beverage Trends**  
**Presented by David Commer, President, Commer Beverage & Cathy Nash Holley, Owner/Publisher, Flavor & The Menu**  
In a true taste-the-trends format, beverage expert David Commer and Flavor & The Menu's Cathy Holley will give a quick preview of beverage trends to be on the lookout for upcoming tasting opportunities.

6:00 - 7:30 **Premier Partners Showcase** **Pool and Rose Garden**

## **Tuesday, August 20, 2019**

8:00 - 1:00 Registration and Attendee Service Hours **Newport Coast Registration**

8:00 - 5:00 **CORE (Children of Restaurant Employees) Official Charity of The Flavor Experience**  
*\*CORE Silent Auction goes live online for bidding.*

7:30 - 8:30 **BREAKFAST! BEST WAY TO START THE DAY!** **Served in the Atrium, seating in the Rose Garden**

### **GENERAL SESSIONS** **Grand Pacific Ballroom**

8:30 - 8:45 **Opening Remarks & CORE check presentation**  
**Presented by Sharyn Iler and Jet Tila**  
Recognition and Flavor Experience check presentation to CORE

8:45 - 9:30 **9 Big-Picture Trends Influencing Foodservice**  
**Presented by Kathy Casey, President, Kathy Casey Food Studios - Liquid Kitchen; Cathy Nash Holley, Owner/Publisher, Flavor & The Menu; Maeve Webster, President, Menu Matters**  
This dynamic trio of trend watchers is back to share nine macro-movements they see as key industry influencers. Kathy, Maeve and Cathy will share their unique insights on how these can affect future menu and concept development as well as inspire new thinking.

9:30-10:00 **KEYNOTE: Blood Road**  
**Presented by Rebecca Rusch, Red Bull Athlete**  
Rebecca Rusch, affectionately known as "The Queen of Pain" is among the greatest female ultra-endurance mountain bikers in the world. Although she's used to pushing her body to its limit, nothing could prepare her for the emotional journey she took in 2015 when she pedaled 1,200 miles of the Ho Chi Minh trail in search of the crash site that claimed the life of her father during the Vietnam War.

10:00 -10:40 **Networking Break**

10:40 -11:15 **Street-Level Trends - Part 2**  
**Presented by Gerry Ludwig, CEC, Gordon Food Service**  
Chef Gerry returns the stage to deliver our next deep dive into the latest dishes and ingredients that can provide your menu with significant differentiation and first-to-market potential. He will again call out dishes in the day's upcoming tasting sessions & opportunities that are also directly linked to the trends being highlighted so you can try them at meal times.

11:15 -11:30 **Lunch and Evening Beverage Trends**  
**Presented by David Commer, President, Commer Beverage; Cathy Nash Holley, Owner/Publisher, Flavor & The Menu**  
In a true taste-the-trends format, beverage expert David Commer and Flavor & The Menu's Cathy Holley will give a quick preview of beverage trends to be on the lookout for upcoming tasting opportunities during the conference. Your customers are clamoring for new tastes and ideas. Be the first to show them what's new and delicious.

### **TOOLBOX SESSIONS 1**

11:30-12:30 **Connecting the Dots : Helping your audience Find Meaning in Each Menu Experience** **Laguna/Sunset**  
**Presented by Colleen McClellan, Director, Datasenssial**  
Datassential's signature trend identification process is used in a workshop format that analyzes recipes from the event to highlight flavor opportunity areas. This presentation will discuss how to take an experience and determine the bigger trend at play and decide if it warrants 'acting' upon it.  
**Limited to first 50 people. (Repeated at 3:50pm)**

**2019 Delivery Dynamics** **Salons 4,5**

**Moderator: Melissa Wilson, Principal, Technomic**

**Panel: Brandy Blackwell, Director of Off-Premise and Catering, Dunkin’; Efrem Cutler, Sr. Director Product Dev & CEC, Bloomin’ Brands International; Brad Kent, Chief Culinary Officer, Blaze Pizza; Mindy Armstrong, Director Menu Strategy & Innovation, Buffalo Wild Wings**

Over the past four years, a sudden surge of delivery orders, fueled by new technology, consumer demand and the jaw-dropping growth of third-party delivery providers, has transformed into a new industry. While the debate rages on regarding the impact of off-premise dining on operations and profitability, operators who are in the trenches have been revisiting every aspect of their business to meet this demand and streamline execution. In this session, Melissa Wilson, Principal at Technomic, provides an update on the current State of Off-Premise and moderate a panel of restaurant operators who will share their experiences, offer tips on the approaches they have found to be most successful in navigating the ever-changing off-premise reality and insights into what’s coming next.

**Breakfast Revolution** **Cardiff**

**Presented by Maeve Webster, President, Menu Matters**

Traditionally, breakfast has been the most habit-based and traditional meal of the day. While that continues to be true, innovation, shifting eating patterns and global influences are changing what breakfast is and can be. Join us in this session that will discuss the drivers reshaping the breakfast daypart and the trends that will drive innovation moving forward.

**What's Old Is New Again : Shrubs, Switchels, Kombucha & more!** **Salons 1,2,3**

**Presented by David Commer, President, Commer Beverage**

Drinking vinegars have been around for centuries. Often for health and to cure ailments but also in cocktails. Today they are quickly hitting the shelves and winding their way into the beverage scene. Join David Commer as he navigates through this trend and showcases the various styles. This is a tasting session with interactive elements and maybe even a shot of Voodoo Juice! **TASTING Attendance limited**

**Straight from Your Customers’ Mouths: Hear it Here!** **Grand Pacific Ballroom**

**Moderators: Cathy Nash Holley, Owner/Publisher and Katie Ayoub, Managing Editor, Flavor & the Menu Magazine**

**Operator Panelists: Michael Slavin, VP Culinary & Menu Innovation, Houlihan’s Restaurants; Quinn Adkins, Director Menu Development, Culver Franchising System; Shane Schaibly, Corporate Chef, First Watch; Gabriel Caliendo, Vice President F&B/Co-founder, Lazy Dog Restaurants** discussing new strategies in menu development and speaking candidly about challenges and solutions in high-volume foodservice.

**12:30 - 2:00 FLAVOR INNOVATION LUNCHEON** **Service in Atrium & Pool, seating in Rose Garden and Palm Court**

**GENERAL SESSIONS** **Grand Pacific Ballroom**

**2:00- 2:30 Burgers & Beyond: Feeding Consumers’ Hunger for Alternative Proteins**

**Presented by Donna Hood Crecca, Principal, Technomic**

The new definition of healthy eating raises the bar on diners’ demands around alternative proteins. Join Technomic for a fast-paced look at consumer dynamics and menu trends - what’s now and what’s next for this quickly evolving opportunity.

**2:30 - 3:00 How to Use Strategic Thinking to Navigate 2020 Consumer Food & Beverage Trends**

**Presented by Suzy Badaracco, President, Culinary Tides, Inc.**

Consumer, food & beverage patterns all note a pull-back from extreme behaviors and preferences. This shift to caution affects what goes on the plate and how consumers approach food. The swings in behavior and desire are simultaneously wider and more extreme in nature. **Continued on page 4...**

Food industry players should understand the issues influencing food, flavor and beverage trends to successfully navigate them and uncover white space. Influencers including consumer, health, and sustainability forces will be discussed as they pertain to the shaping of marketplace trends and how they impact the creation of new products and menu items. The audience will be informed on current consumer drivers and resulting behavioral trends, health drivers and trends, and shown how they overlay to create and influence upcoming food and beverage trends. Current food and beverage trends will be used to demonstrate connections between consumer drivers and resulting food and beverage outputs.

**3:00-3:50**     **Emergizing Networking Break**     **Newport Coast Registration**  
Presented by Red Bull, served by Sweet&Chilli

## **TOOLBOX SESSIONS 2**

**3:50-4:50**     **Creating Sweet Treats Under the New Sugar Labeling Laws**     **Grand Pacific Ballroom**

**Presented by Dr Jim Painter, Adjunct Professor -University of Texas**

Dr. Painter will present the “in the trenches” applications for using whole food, whole grains and fruit ingredients in categories of food products to create ‘hot products’ considering the FDA’s labeling law changes and a changing consumer landscape.

**Innovating on the Edge of Flavor**     **Salons 1,2,3**

**Moderator: Cathy Nash Holley, Owner/Publisher, Flavor & The Menu**

**Panel: Laura Kliman, PhD, Senior Scientist, Product Innovation, Impossible Foods; Joe Fromanek, Director of New Product Development at Ajinomoto Health & Nutrition; Debbie Freeman, Director, Consumer Insights, Red Robin**

This panel session will explore the forces driving modern food product development, and how brands are pushing the boundaries with new foods and flavors because of new trends and consumer demands. We'll delve into how the new product-development mindset—tapping both the scientific side and the consumer insights side—is resulting in cutting-edge flavors and innovations, ultimately raising the bar for both menu developers and foodservice consumers.

**Maximizing the Value and Output of Market Immersions**     **Cardiff**

**Moderators: Thomas Talbert, VP, Culinary Marketing & Jessica Bograd, Director of Culinary R&D, CSSI**

**Panel: Missy Schaaphok, RDN, Manager Global Nutrition & Sustainability, Taco Bell; Jason Knoll, VP Culinary, Another Broken Egg; Luis Haro, Director of Culinary, Logan’s Roadhouse**

Syndicated research and reports are important to the innovation process...but the sensory experiences of market immersions also provide invaluable inspiration. The key to a successful Market Immersion is aligning goals and objectives prior to beginning the research & planning process. Using that information to identify unique venues that exemplify the focused trends and organize them. This open discussion with operators will cover how to maximize the value of Market Immersions by reviewing the planning process, identifying value of involving cross functional team members, overall goals and out puts of Market Immersions as well as provide successful examples of menu innovation resulting from recent Market Immersions.

**Connecting the Dots- Helping your audience find meaning in each menu experience**     **Laguna/Sunset**

**Presented by Colleen McClellan, Director, Datassential**

Datassential’s signature trend identification process is used in a workshop format that analyzes recipes from the event to highlight flavor opportunity areas. This presentation will discuss how to take an experience and determine the bigger trend at play and decide if it warrants ‘acting’ upon it.

**Limited to first 50 people.**

## **How Health & Wellness Trends Directly Alter Consumer Behavior and Food & Flavor Trends *Salons 4,5***

**Presented by Suzy Badaracco, President, Culinary Tides, Inc.**

Issues influencing health and wellness trends will be explored along with how to successfully navigate them and white space not yet discovered. Influencers will be discussed as they pertain to the shaping of Marketplace trends and how they impact the creation of new products. Health and wellness issues layer benefits attractive to consumers which create a winning combination that can lead to making food and beverage products and menu items successful in the marketplace. We will explore consumer drivers- including trust, control, and prevention issues – and the biggest media and consumer driven issue in health and wellness to date. The trend patterns note more cautious behaviors and activities; a sense of mindfulness, reserved experimentation, self-care, and vulnerability. It also paints a more complex landscape to have to navigate, but at the same time more freedom to focus in areas of interest or expertise for the industry.

**5:00 - 7:30**      **ULTIMATE FLAVOR FESTIVAL**      *Pool and Rose Garden*

### **Wednesday, August 21, 2019**

**7:30 - 8:30**      **BREAKFAST! BEST WAY TO START THE DAY!**      *Served in the Atrium, seating in the Rose Garden*

### **GENERAL SESSIONS**      *Grand Pacific Ballroom*

**8:30- 8:50**      **Opening Jet Talk**

**8:50 – 9:20**      **Dual Migration**

**Presented by Jack Li, Haiku Master, and Colleen McClellan, Director, Datassential**

Two of our largest consumer demographic groups have started entering new phases in their lives and are essentially changing the food landscape. Datassential will step us through these changing times, discuss the impact on the dining scene, and uncover the path for successful menu innovation.

**9:20- 9:40**      **Street Level Trends: Part 3**

**Presented by Gerry Ludwig, CEC, Gordon Food Service**

In his wrap up presentation, Chef Gerry will recap the year's findings and preview many of the dishes that will be served at the final day's lunch. **BUT WAIT.....this is a session you won't want to miss, as we will also be distributing the much-anticipated Flash Drive that the Flavor Experience Team and Gordon Food Service provide attendees each year – containing nearly 200 selected plate presentations with complete descriptions and pricing, and over 150 pages of menus, all from Gerry's most recent External Research trips.**

**9:40 -10:20**      **Networking Break**

### **TOOLBOX SESSIONS 3**

**10:20 - 11:20**      **Beverage without Boundaries:**

**Optimizing Your Beverage Menu & Putting Trends into Action**      *Salons 1,2,3*

**Presented by Tony Pereyra, Co-Owner/Founder & Phil Wills, Co-Owner/Founder Spirits in Motion**

Non – Alc and Low – Abv has been a common topic, but how many of us are actually taking action with the trends? With the constant growth of these categories, there's an exciting pulse that's disrupting our beverage menus with more exciting beverage innovation. The Spirits In Motion; Tony Pereyra and Phil Wills, are seasoned vets and experts when it comes to Bar Operations, Recipe Innovation, and elevating the Guest Experience. In this session you will taste the discussed drink trends, understand how to inspire and optimize your Non-Alc and Low-Abv category, Cost Analysis and Profit Margin, and how to maximize the relationship between the Beverage Director and Executive Chef. **TASTING Attendance limited**

**Sous Vide – Expanding Opportunities Salons 4,5**

**Moderator: Neville Crow, VP Brand Executive Chef, Arby's**

**Panel: Michael McEwen, Sr. F&B Product Development, Dunkin'; Bryan Voltaggio, Executive Chef, Owner, Volt, Lunchbox, Family Meal, Range, Aggio**

It's here to stay and an even bigger wave of the future. How does the use of sous vide allow your business to create/ offer products previously unavailable due to traditional cooking methods? Find out the answers and then put them to use!

**Connect with Gen Z Grand Pacific Ballroom**

**Presented by Donna Hood Crecca, Principal, Technomic**

The youngest generation of diners is already influencing the restaurant scene. More than Millennials 2.0, Generation Z demonstrates its own unique preferences around flavor exploration, craveability, health and tech in the dining experience. Engage with current Technomic research to understand how best to connect with this increasingly influential and important generation.

**Trends Round Table Cardiff**

**Cathy Nash Holley, Owner/Publisher, Flavor & The Menu**

In this popular session, *Flavor & The Menu's* Cathy Nash Holley will lead a lively, interactive roundtable discussion on trends. Attendees will participate in an open-forum discussion of food & beverage trends having an impact on menu development in the coming years. **Attendance limited.**

**11:20 - 12:20 FLAVOR INNOVATION LUNCHEON** Service in Atrium & Pool, seating in Rose Garden and Palm Court

**GENERAL SESSIONS Grand Pacific Ballroom**

**12:20 - 1:20 The future is Whole Foods for the Whole Person for the Whole Planet: Where Does Added Sugar Fit?**

**Dr Jim Painter, Adjunct Professor -University of Texas**

With nutrition experts seeming to be at opposites, what is the consumer to think? Paleo adherents say it is meat that provides the benefits, while vegans say it is exactly the opposite, meat is the problem. The low-fat diets propose that fat is the problem, while the keto diet is fat friendly. And all these diets show health benefits. What is the answer? What if fat levels and protein source are not the main issue? Dr. Painter will address how product manufacturers can position themselves to meet the needs of future consumers in the arenas of whole foods and added sugar.

**1:20 - 2:00 A Candid Flavor Open Discussion with the Audience**

**Chef Gerry Ludwig, Chef Jet Tila and Cathy Nash Holley, Owner/Publisher, Flavor & The Menu**

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**THE FLAVOR EXPERIENCE™ is brought to you by BSI Conferences, Inc.**

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**SAVE THE DATE: August 17-19, 2020**

**For access information to conference presentations, please fill out the survey provided post-conference.**